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ABSTRACT

This paper describes a popular and innovative major program of study in speech communication at St. Cloud University in Minnesota: the Speech Communication Interdepartmental Major. The paper provides background on the program, discusses overall program requirements, presents sample student options, identifies ingredients for program success, discusses issues pertaining to program maintenance, and presents benefits of the program to both the student and the department. Appendixes include 4 sample interdepartmental major programs with their related career goals, 8 lists of suggestions for choosing 32 credits in fields outside speech communication (such as public relations, human services, or business) for the interdepartmental major, and a list of requirements for various speech communication majors and minors at St. Cloud University. (SR)

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BUILDING AN INTERDEPARTMENTAL MAJOR IN SPEECH COMMUNICATION

by

Judith K. Litterst, Professor and Department Chair

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BUILDING AN INTERDEPARTMENTAL MAJOR IN SPEECH COMMUNICATION

by

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Presented through the Instructional Resources Division
Central States Communication Association, 1991

There are times when academic programs can be on the books for some time with no or low enrollments. This can be frustrating when proposers see the value of programs, but when they don't appear to sell. In the late 1960's, the Department of Speech Communication at St. Cloud State University proposed a Bachelor of Science Interdepartmental Major, a major intended to serve non-education majors looking for a way to apply communication learning to other outside areas. It wasn't until the mid-1970's with the introduction of the university's Bachelor of Elective Studies Program--a degree program for students wishing to develop their own programs of study--that advisors and students alike began to see the potential of the Speech Communication Interdepartmental Major. At present, the success of the program is without question.

- *Approximately 400 or 80% of our majors elect an interdepartmental major.
- *University transfer student advisors report that nearly 1/3 of the students with undeclared majors opt for the interdepartmental major.
- *Students, speech communication faculty, and faculty from other disciplines report high satisfaction with the interdepartmental major.
- *Students with interdepartmental majors report few difficulties in securing employment.
- *In a recent administration-mandated external review of the Department of Speech Communication, reviewers praised the department and called the interdepartmental major "the best kept secret in Minnesota."

The purpose of this paper is to acquaint others with this popular and innovative major program of study in speech communication. In an era of career-orientation, this major has provided an attractive alternative for diverse groups of both traditional and nontraditional students. Besides providing background on the program, the overall program requirements will be discussed, sample student options will be presented, ingredients for program success will be identified, issues pertaining to program maintenance will be discussed, and finally, benefits of the program to both the student and the department will be presented.

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What is an Interdepartmental Speech Communication Major?

The interdepartmental major is a 72-credit major which features a 40-credit core of speech communication required courses and electives which is combined with a 32-credit supporting area which represents at least two additional disciplines.

Requirements include:

SPC 220 Public Speaking
SPC 226 Interpersonal Communication
SPC 380 Ethics in Speech Communication

Students must take two of the following three advanced theory courses:

SPC 415 Critical Approaches to Public Communication
SPC 420 Theories of Persuasion
SPC 430 Modern Theories of Communication

An additional requirement is that all students attend a non-credit orientation meeting held during fall quarter which explains the various major programs, professional associations in speech communication, professional journals, speech communication activities, internship program, advising, and other pertinent information for new majors.

Speech communication electives are divided into two categories: (1) Public Speaking/Rhetoric/Interpretation, and (2) Interpersonal/Small Group/Organizational. Students must select a total of five electives with three coming from one group and two from another.

The 32-credit supporting program drawn from at least two outside disciplines is designed by the student in consultation with a faculty advisor. While most of our students design programs with emphases in business (marketing, management, personnel, public relations), other programs can be tailored specifically to career needs. Appendix A lists several sample interdepartmental programs designed by students. To facilitate advising, faculty have designed lists of possible course options for students in the most frequently designed emphases. These are updated with most recent bulletin offerings, and students are encouraged to use these as guides when selecting supporting programs. Oftentimes, students discover useful program inclusions on their own. Appendix B presents the advising sheets used for this purpose.

Who are the Clientele for the Interdepartmental Major?

There are many reasons why students opt for this particular speech communication major. Most often students report that they like the idea of being able to formulate a tailor-made program that allows them flexibility. For particular types of business programs, students see the accredited College of Business pre-major core requirements aso not fitting their needs. Some students have a specific type of job in mind or readily available to them after graduation. One student, for instance, planned to take over his family's optical business. He selected courses in management, marketing, computer science, and technology. Another

student, active in our university program board, was particularly interested in concert promotion. She crafted a very interesting program that included supporting coursework in music, art, and marketing. For additional depth, students frequently pair the interdepartmental major with a minor. Students who wish careers in personnel or human resource development often consider minors in human relations.

In addition to the interdepartmental major, we offer more traditional configurations of programs. We offer a 48-credit B.A. major, a 36-credit B.A. supplementary major, a 24-credit B.A. minor, as well as B.S. major/minor programs in teacher education and a newly-formed B.A. intercultural communication minor. We realize that the interdepartmental major does not meet the needs of all students, and we do try to advise them into the most suitable program configuration. This will be discussed further in the section of this paper on issues.

What are the Ingredients for Program Success?

First of all, the success of the interdepartmental major depends a lot on strong, campus-wide connections and reciprocity in departmental course scheduling. Although the interdepartmental major can be used for a variety of discipline combinations, at present most of our students craft business-communication programs. The College of Business is aware of our program and does not view this program as competition or duplication. Indeed, they realize that we may be able to offer some students a better fit with skills and career plans with the interdepartmental major. The College of Business also strongly supports having their students receive training in communication. Although we have experienced phenomenal growth as a university and as a department, we recognize the importance of allowing business majors into our classes along with our own majors. To limit business majors' access to our courses may also affect access of our students to the courses needed for the 32-credit supporting program. Students are, however, advised to be cognizant of College of Business requirements and prerequisites. So far, the relationship between departments has been very positive.

A second ingredient for success is diversity in speech communication offerings. At present, we offer upwards of forty different courses which are scheduled on quarterly, bi-quarterly, annually, and alternate year bases. The diversity of courses in rhetoric/public address and interpersonal/small group/organizational allows for a nice complement with the supporting programs. Students interested in political advocacy have as many options for speech communication electives as do students interested in work in the human services. While a program could probably get by with a smaller repertoire of courses, we find the diversity to be a plus. We also offer both a sophomore-level and a senior-level special topics course which enhances the course diversity. Appendix C itemizes course offerings.

A third ingredient for success is knowledge of employer needs. Some of this information is gleaned from feedback gathered through our very strong and successful internship program. We have also encouraged our students to independently conduct information interviews to see what sorts of skills and knowledge individuals in particular careers are most likely to need. Where possible, individuals involved in interdepartmental advising try to keep up on alumni contacts, current reading on career placement, and gathering information from consulting contacts to keep abreast of employer needs.

A strong advising team provides the fourth ingredient for success of this major. Advisors are selected who have had extensive experience advising students of the university's general education component and advising minors or supplementary majors. Senior faculty engage in interdepartmental advising since they are ones likely to be more cognizant of offerings in other disciplines, have more contacts with alumni, have networks in place for information interviews and possible job leads, and have an excellent working knowledge of university requirements. At present, 80% of our advisors have taught coursework in business communication; we find this useful in advising students with business emphases. We have also assigned one interdepartmental advisor to work specifically with transfer students.

In conjunction with a strong advising team, we have found it important to begin working with students early in the shaping of their programs. For that reason, we have established bi-quarterly advising meetings for new majors at which students learn about the program and select an advisor. We have produced a video which streamlines this process for us, and a different advisor each five weeks meets with students to answer questions. Advisors each accept a limited number of new advisees so as to equalize advising load. After the initial information meeting, students can meet with their advisor to set up their programs. Again, to streamline the process, students are encouraged to come with a form completed which asks for basic demographic information, surveys what speech courses have been completed, asks about occupational goals after graduation and projected 5-10 years after graduation, and asks students to propose and justify courses they would like to include in their supporting program. This encourages students to do their own initial investigation prior to meeting with their advisor.

The final ingredient for success of this program is our internship program offered as an option for our students. Typically, internships are 8-16 credits and are taken in the final quarter of the student's program. The interdepartmental major advisors, upon discovering student interest in interning, refer the student to the director of internships. While the intent of this paper is not to discuss the internship program, it is worth noting that students with interdepartmental majors are most often the students attracted to the internship model since it allows them to take a more practical, applied approach to their learning. Often, they see the internship as an extension of the blended education they have gotten through the major program of study.

What Issues Need to be Addressed when Considering Program Implementation?

Any program that allows for maximum flexibility has the potential for losing integrity, and we have tried where possible to prevent this from happening. We selected three required core courses which we felt were important base courses for elective work in the rest of the program: public speaking, interpersonal communication, and ethics of communication. All students entering these courses have already been exposed to communication through the university required general education requirement, Speech Communication 161, which is a hybrid fundamentals course teaching public speaking, interpersonal communication, and small group communication. We have also established two groups of courses from which students can choose, and advise students to select electives on a 2:3 or a 3:2 ratio of these groups. We have considered separating interpersonal coursework from small group/organizational communication coursework, but at present have not shifted to this model. Advisors help students select wisely so that they are not selecting all sophomore level courses or so they are not taking advanced theory courses before they are ready to encounter them. Students must also take two of three advanced theory courses we offer in our department: persuasion, communication theory, or a rhetorical criticism course. Based on program emphases, students choose differently. A student with interests in marketing or public relations tends to choose persuasion and the rhetorical criticism course; students in management or personnel tend to gravitate toward the communication theory course.

Another issue we have dealt with addresses the potential of a more applied program like the interdepartmental major from becoming an "easy way out" for students wishing to circumvent more rigorous programs. Because of the close contact between the advisor and the student, this doesn't often occur. Also, because students must offer a rationale for including certain courses in their program, they are not inclined to argue for inclusion of what they might label "mickey-mouse" courses. Sometimes students come in because they have had difficulties with certain courses in the College of Business core curriculum (e.g., accounting), but an examination of courses taken shows that some rigorous courses (e.g., economics, computer science) are a nice "fit" with career goals. The interdepartmental major allows the student to highlight those courses in which he or she did well and set aside others.

A third issue we face is screening students who choose the interdepartmental major to see if this is indeed the best program for their needs. A preliminary interview with students often helps us to determine whether or not a double major or a major/minor combination might be more appropriate. A student wishing to enter the field of broadcasting who desires an interdepartmental major would be advised to take a mass communication major with a supplementary major in speech communication. A student wanting most if not all supporting

courses in a single area would be encouraged to seek a minor in that one area and take other courses as university electives. Students considering graduate work in speech communication are advised to take our 48-credit major program. Care taken in advising at this point saves program changes and potential student disappointment later.

This last point leads to a fourth issue--marketing of the interdepartmental speech communication major. With the current popularity on our campus of the interdepartmental major, we feel we do not need to market the program. We have plenty of interest to keep us very busy! We also have incredible support for our program from other disciplines and from campus advisors. If, however, campuses are beginning such a program, marketing would be important. One key consideration is to help students see pros and cons of various speech communication programs. Our bi-quarterly advising meetings actually serve as information sessions on the interdepartmental major. The thirty-minute tape explains the program, contrasts it with other program options, and then one of the advising team fields student questions. Since we have started these sessions, we have found that not all students sign up for interdepartmental programs--some will choose more appropriate programs.

Finally, students need to be given guidance in self marketing. We tell our students that they are very likely to be asked, "What is an interdepartmental major in speech communication?" They should be prepared to "sell" their program to outsiders and to convince potential employers of its value. For this reason, we ask students to provide a rationale for courses selected for their program. We also ask them to talk with individuals in the field prior to finalizing their program, checking to see value in particular skills or areas of study. If they have questions about courses in other departments, they are encouraged to go to that department and examine a syllabus for the course.

What are the benefits of the interdepartmental major to the student?

It is not uncommon for us to attract students who are in their third year at the university. They may have sampled a diversity of departments and started to formulate a clearer idea of career goals. These students are sometimes frustrated by straight major/minor program combinations because their interests are more widespread. The interdepartmental major allows students to have more decision-making in choosing course electives. Advisors may discuss options that seem more viable, but students participate equally in program formation. Advisors encourage them to scan the university bulletin for courses that seem both interesting and fitting for their supporting program. Once they have a rationale for a program, this is discussed with their advisor and appropriate forms signed. It is still possible to be flexible even after filing, however, as students discover different options. A simple change of program form is then filed which notes the course substitutions.

Besides program flexibility, students appreciate the opportunity to cross disciplines and see the interdeparmental connections. A course in photography takes on more meaning when a student is considering its value in a public relations sequence. An industrial psychology course is seen to blend nicely with a personnel management course. Because the selected courses are viewed as a unit, learning integration occurs naturally.

Because many students are these days very concerned about education as a vehicle for a career, the interdepartmental major helps them to improve marketability. Students can still opt for another minor area, but the supporting area allows them to pick up skills or knowledge areas that can be highlighted in resumes or during interviews. A course in administrative office procedure, proposal writing, small business management, or compensation theory might be attractive for a particular career. Rather than having the course appear as a university elective, the student can highlight the course within the major program of study.

The interdepartmental major is particularly beneficial for the student who has decided to change majors. Sometimes these students are frustrated because they feel they can use very little from their former programs. An audit of a student transcript during an advising session may disclose a number of previously-taken courses that can be used as a significant part of the supporting program. It is important to keep in mind a clear rationale, however, as a few students will try to argue for including all courses taken. Good advisors can soon convince advisees that this is not a wise decision.

Students also benefit from more personalized advising. Because the interdepartmental major is vocationally directed, advisors and students spend a good deal of time exploring career options and appropriate course options. Advisors truly enjoy the opportunity to help students create viable programs, so they spend more time and energy with their advisees. Frequently, advisors come to know their students in more than simply a cursory signature-only-at-time-of-registration fashion.

What are the benefits of the interdepartmental major to the department?

Besides benefits for the students, the interdepartmental major also has benefits for the department. Most important, the major is excellent advertising for our course offerings both on campus and in the community. Our discipline still suffers from others not knowing who we are or what we do. This major allows others to see the value of communication training in a diversity of careers. As students formulate programs that are both exciting and marketable, word travels to other students and professors in other departments. Recently, our geography department developed a series of courses in travel and tourism. Several students put those courses along with courses in marketing together with a speech communication program that highlighted intercultural communication coursework. All of a sudden, we developed a new

clientele and recognition by colleagues in a far-removed field of study. We have also encountered few employers who have not been impressed with the interdepartmental major. When students and advisors have taken time to develop a viable program of study, it is usually seen as equal to (if not superior to) other more standard program configurations.

We have also found that the program benefits the department in a related fashion by attracting students from a diversity of other areas on campus. We attract students from such diverse areas as business, aviation, real estate, sociology, and mass communication. Rather than these students only taking our required fundamentals course, they are exposed to upper division courses in speech communication. It is refreshing to bring in students from areas who can add new dimensions to classroom discussion.

The interdepartmental major program has also been a nice feeder program for our very successful internship program. Most of the students who elect internships have completed or are close to completing interdepartmental majors. The 72-credit major coupled with 70 credits of the general education requirements still leaves students with ample room to pick up a 16-credit internship as well as to pursue a minor area of study. Students also see great benefit in gaining the hands-on experience to complement their interdepartmental major. In turn, businesses with internships find our students to be well-prepared.

Finally, the interdepartmental major provides the major advisors with an opportunity to engage in creative and stimulating advising. Few programs are exactly the same. The selection of speech communication courses and supporting areas differs with each student and each set of career goals. Rather than this being a detriment, it makes advising enjoyable and challenging. We have streamlined the process to make the initial contact with potential advisees more efficient and time-effective, and the actual program decision-making now receives more focus.

Conclusion

The interdepartmental major in speech communication is an exciting and innovative program of study which yields benefits for both students and for the department. It is a program which is limitless in focus; indeed, emphases to complement the speech communication core are as diverse as the creativity of the advisor and the student. It is a program which is marketable, attractive to university and community audiences, and practical while at the same time substantive in terms of theory. Departments looking for new and different ways of promoting their courses may wish to consider a program which has proved to be successful and popular on our campus.

APPENDIX A

SAMPLE INTERDEPARTMENTAL MAJOR PROGRAMS

Program #1:

Career Goal: Public relations for a non-profit organization

Speech Communication Courses: (40 credits)
- SPC 220 - Public Speaking
- SPC 226 - Interpersonal Communication
- SPC 380 - Speech Communication Ethics
- SPC 320 - Presentational Speaking for Business/Professions
- SPC 324 - Argumentation and Advocacy
- SPC 411 - Speech Writing
- SPC 223 - Effective Listening
- SPC 425 - Organizational Communication
- SPC 415 - Critical Approaches to Public Communication
- SPC 420 - Theories of Persuasion

Supporting Program: (32 credits)
- Mass Communication 220 - Introduction to Mass Communication
- Mass Communication 240 - Reporting and Newswriting
- Mass Communication 486 - Public Relations Methods and Principles
- Mass Communication 487 - Public Relations Practices and Production Workshop
- Instructional Media 473- Photography in Media
- English 339 - Writing for Government, Business, and Industry
- Economics 274 - Principles of Economics
- Economics 420 - Economics of Nonprofit Organizations

Program #2:

Career Goal: Management of a small retail establishment

Speech Communication Courses: (40 credits)

SPC 220 - Public Speaking
SPC 226 - Interpersonal Communication
SPC 380 - Speech Communication Ethics
SPC 233 - Communication in Interviews
SPC 325 - Small Group Communication
SPC 326 - Interpersonal Communication for Business/Professions
SPC 479 - Communication and Modern Leadership
SPC 320 - Presentational Speaking for Business/Professions
SPC 430 - Modern Theories of Communication
SPC 420 - Theories of Persuasion

Supporting Program: (32 credits)

Accounting 291 - Accounting I
Business Education/Office Administration 310 - Records Mgmt.
Management 361 - Management Theory and Practice
Management 362 - Personnel Administration
Management 460 - Problems in Personnel Administration
Management 462 - Small Business Management
Microcomputer Studies 302 - Software Package for Micros
Psychology 262 - Industrial Psychology

Program #3:

Career Goal: Sales management for small overseas firm

Speech Communication Courses: (40 credits)

- SPC 220 - Public Speaking
- SPC 226 - Interpersonal Communication
- SPC 380 - Speech Communication Ethics
- SPC 250 - Voice and Diction
- SPC 440 - Advanced Public Speaking
- SPC 326 - Interpersonal Communication for Business/Professions
- SPC 375 - Intercultural Communication
- SPC 476 - International Organizational Communication
- SPC 420 - Theories of Persuasion
- SPC 430 - Modern Theories of Communication

Supporting Program: (32 credits)

- Accounting 291 - Accounting I
- Accounting 493 - International Accounting
- Economics 273 - Principles of Economics
- Economics 445 - Economics of Underdeveloped Countries
- Management 470 - International Business Management
- Marketing 320 - Introduction to Marketing
- Marketing 422 - International Trade for Small Business
- Marketing 427 - International Marketing

Program #4:

Career Goal: Special events coordinator

Speech Communication Courses: (40 credits)

- SPC 220 - Public Speaking
- SPC 226 - Interpersonal Communication
- SPC 380 - Speech Communication Ethics
- SPC 225 - Nonverbal Communication
- SPC 320 - Presentational Speaking for Business/Professions
- SPC 325 - Small Group Communication
- SPC 301 - Voices and Their Followers
- SPC 370 - Communication and Conflict
- SPC 415 - Critical Approaches to Public Communication
- SPC 420 - Theories of Persuasion

Supporting Program: (32 credits)

- Recreation 133 - Introduction to Recreation (2 cr.)
- Recreation 233 - Recreation Program Planning and Leadership Theory (3 cr.)
- Recreation 333 - Facilities in Recreation (3 cr.)
- Marketing 320 - Introduction to Marketing
- Marketing 321 - Consumer Behavior
- Marketing 322 - Introduction to Advertising
- Mass Communication 220 - Introduction to Mass Communication
- Mass Communication 272 - Radio/TV News Writing
- Art 104 - Introduction to Graphic Design

SPEECH COMMUNICATION INTERDEPARTMENTAL MAJOR

Public Relations Emphasis

Some Suggestions for Choosing 32 Credits Outside Speech Communication

ART 220	Introduction to Graphic Design
APSY 466	Life Style Assessment and Planning
BEOA 216	Consumer Issues
BEOA 309	Business Communications
ENGL 339	Writing for Government, Business and Industry
ENGL 426	Specialized Writing
IM 412	Television in Media
IM 468	Media Materials and Methods of Instruction
IM 473	Photography in Media
MKGB 235	Legal Environment of Business
MKGB 320	Introduction to Marketing
*MKGB 322	Introduction to Advertising
*MKGB 423	Advertising Management
COMM 220	Introduction to Mass Communication
*COMM 230	Information Use in Mass Communications
*COMM 240	Reporting and Newswriting
*COMM 246	Visual Communications
*COMM 260	Principles of Mass Communication Ethics
*COMM 272	Radio-TV News Writing and Editing
*COMM 278	TV Production for Advertising/Public Relations
*COMM 320	History of the Mass Media
*COMM 434	Public Relations Methods and Principles
*COMM 436	Public Relations Writing and Publications
*COMM 438	Public Relations Case Studies and Campaigns

Note: See catalog for other choices.

*Check prerequisites

SPEECH COMMUNICATION INTERDEPARTMENTAL MAJOR

Emphasis in Management: General

Some Suggestions for Choosing 32 Credits Outside Speech Communication

ACCT 291	Accounting I
APSY 465	Stress Management
BCIS 151	Information Processing for Business
*BCIS 352	Small Business Computer Systems
BEOA 309	Business Communications
BEOA 310	Records Management
CSCI 169	Computers in Society
ECON 201	Introduction to Economics
*ECON 377	Managerial Economics
ENGL 339	Writing for Government, Business, and Industry
IM 436	Business Information Resources
IM 468	Media, Materials, and Methods of Instruction
IM 469	Training and Media Management
MGMF 361	Management Theory and Practice
MGMF 371	Managerial Finance
*MGMF 462	Small Business Management
MKGB 320	Introduction to Marketing
*MGMF 460	Organizational Staffing
*MGMF 461	Labor Relations
*MGMF 464	Purchasing and Materials Management
*MGMF 471	Corporate Financial Policies
*POL 380	Public Administration
*SOC 456	Complex Organizations

Note: See catalog for other choices.

*Check prerequisites

SPEECH COMMUNICATION INTERDEPARTMENTAL MAJOR

Emphasis in Management: Personnel

Some Suggestions for Choosing 32 Credits Outside Speech Communication

ACCT 291	Accounting I
APSY 465	Stress Management
BEOA 310	Records Management
BEOA 403	Office Environmental Relationships
HURL 201	Non-Oppressive Relationships
HURL 206	Understanding Oppression
IND 124	Introduction to Communications Technology
IND 224	Communication Processes
IM 436	Business Information Resources
IM 468	Media, Materials, and Methods of Instruction
IM 469	Training and Media Management
MGMF 361	Management Theory and Practice
MGMF 362	Personnel Administration
MGMF 375	Risk Management and Insurance
*MGMF 460	Organizational Staffing
*MGMF 461	Labor Relations
*MGMF 466	Compensation Theory and Practice
*MGMF 475	Life and Health Insurance
MKGB 320	Introduction to Marketing
COMM 220	Introduction to Mass Communication
MINS 201	Introduction to Minority Studies
*POL 482	Public Personnel Administration
PSY 115	General Psychology
PSY 264	Industrial Psychology
PSY 469	Personnel Psychology
PSY 373	Environmental Psychology
*PSY 384	Motivation
SOC 261	Social Problems
SOC 355	Sociology of Women and Work
*SOC 455	Sociology of Work and Occupation

Note: See catalog for other choices.

*Check prerequisites

SPEECH COMMUNICATION INTERDEPARTMENTAL MAJOR

Emphasis in Marketing: Sales

Some Suggestions for Choosing 32 Credits Outside Speech Communication

ACCT 291	Accounting I
APSY 231	Principles of Behavior
BCIS 151	Information Processing for Business
BEOA 216	Consumer Issues
ECON 205	Introduction to Macroeconomics
ECON 206	Principles of Microeconomics
GEOG 271	Economic Geography
HIST 345	American Economic
IM 468	Media, Materials, and Methods of Instruction
IM 483	Color Slide Presentations
MGMF 361	Management Theory and Practice
MKGB 320	Introduction to Marketing
*MKGB 321	Consumer Behavior
*MKGB 322	Introduction to Advertising
*MKGB 323	Personal Selling
*MKGB 327	Industrial Marketing
*MKGB 420	Retailing Management
*MKGB 421	Product Planning and Development
*MKGB 429	Marketing Management
PSY 275	Psychology of Women
PSY 325	Psychology and Modern Life
SOC 454	Collective Behavior

Also consider coursework in a related area in which you may be selling, e.g. real estate, technology, etc.

Note: See catalog for other choices.

*Check prerequisites

SPEECH COMMUNICATION INTERDEPARTMENTAL MAJOR

Emphasis in Marketing: International

Some Suggestions for Choosing 32 Credits Outside Speech Communication

ACCT 291	Accounting I
ACCT 493	International Accounting
*BCIS 438	International Business Seminar
ECON 201	Introduction to Economics
ECON 205	Principles of Macroeconomics
ECON 360	Comparative Economics Systems
GEOG 270	Introduction to Cultural Geography
GEOG 271	Economic Geography
IM 468	Media, Materials, and Methods of Instruction
INTR 290	International Relations
INTR 301	The Multinational Corporation
LAST 250	Introduction to Latin America
LAST 370	Contemporary Issues in Central America
*MGMF 438	International Business Seminar
*MGMF 470	International Business Management
*MGMF 473	International Finance
MKGB 320	Introduction to Marketing
*MKGB 321	Consumer Behavior
*MKGB 322	Introduction to Advertising
*MKGB 323	Personal Selling
*MKGB 422	International Trade for Small Business
*MKGB 427	International Marketing
*MKGB 438	International Business Seminar
*MKGB 445	International Business Law
POL 251	Introduction of World Politics
*POL 451	International Law
SOV 101	Introduction to Soviet Studies
LANG.....	Competency in one or more languages

Note: See catalog for other choices.

*Check prerequisites

SPEECH COMMUNICATION INTERDEPARTMENTAL MAJOR

General Business Emphasis

Some Suggestions for Choosing 32 Credits Outside Speech Communication

ACCT 291	Accounting I
BCIS 148	Spreadsheet Business Applications
BCIS 151	Information Processing for Business
BEOA 167	Introduction to Business
BEOA 301	Administrative Office Procedure
BEOA 309	Business Communications
CSCI 169	Computers in Society
ECON 201	Introduction to Economics
ENGL 339	Writing for Government, Business, and Industry
GEOG 271	Economic Geography
IND 124	Introduction to Communications Technology
IM 436	Business Information Resources
IM 468	Media, Materials, and Methods of Instruction
URB 200	Introduction to Local and Urban Affairs
MGMF 361	Management Theory and Practice
*MGMF 364	Entrepreneurship-Starting Your Own Business
MGMF 368	Business and Society
*MGMT 462	Small Business Management
MKGB 320	Introduction to Marketing
*MKGB 322	Introduction to Advertising
*MKGB 323	Personal Selling
COMM 220	Introduction to Mass Communications
*SOC 455	Sociology of Work and Occupation

Note: See catalog for other choices.

*Check prerequisites

SPEECH COMMUNICATION INTERDEPARTMENTAL MAJOR

Emphasis in Human Services

Some Suggestions for Choosing 32 Credits Outside Speech Communication

Human Services: General

*ACCT 496	Not for Profit and International Accounting
APSY 221	Introduction to Human Services
APSY 222	The Helping Relationship
BEOA 216	Consumer Issues
BEOA 309	Business Communications
ENGL 339	Writing for Government, Business & Industry
HURL 201	Non-Oppressive Relationships
HURL 206	Understanding Oppression
MKGB 333	Creativity for Profit and Non-Profit ORganizations
*POL 212	State and Local Government
*PSY 443	Psychology of Adulthood
PSY 446	Psychological Issues of Family Violence
SW 211	Introduction to Social Welfare
*SW 330	Human Interaction in Social Systems
WS 425	Women's Legal Rights

The above are "general" courses. You may wish to put some of these together with a specific area of focus such as any of those listed below.

Child and Family:

APSY 261	Introduction to Educational Psychology
APSY 262	Human Growth and Development
APSY 465	Stress Management
CFS 220	Introduction to Parent and Child
CFS 260	Children in a Changing World
CFS 280	Building Strong Families
CFS 360	Practicum in Child and Family
CFS 402	Workshop: Healthy Families I
CFS 403	Workshop: Healthy Families II
PSY 262	Human Growth and Development
*PSY 441	Psychology of Childhood
*PSY 442	Psychology of Adolescence
*PSY 445	Play in Childhood

Health Education:

*APSY 253	Addictive Behaviors
HETS 210	Principles of Nutrition
HETS 215	Personal and Community Health
HETS 230	Theories of Chemical Dependency
HETS 250	Consumer Health
HETS 255	Women's Health Issues
HETS 330	Diagnosis, Intervention, Treatment of Chemical Dependency
PSY 275	Psychology of Women
PSY 446	Psychological Issues of Family Violence
PSY 345	Psychology of Aging, Dying & Death
REC 133	Introduction to Recreation
SSCI 208	Introduction to Gerontology

Continued

Working with the Deaf:

CDIS 171	Introduction to Sign Language
*CDIS 172	Advanced Studies in Sign Language

Working with the Elderly:

*APSY 423	Counseling Older Persons
*HURL 409	Ageism
SW 275	Social Work Practice with the Aging
Any course in Gerontology	

Note: See catalog for other choices.

*Check prerequisites

Political Communication Emphasis for
Speech Communication Majors

Prepared by Rin Porter
September 1991

The Department of Speech Communication has in place an array of courses which can be selected by a student with an Interdepartmental Speech Communication Major who wishes to pursue an interest in political communication. Four or more of these courses can be used to fulfill the major requirement that a student choose five courses from Group A and Group B, with at least one course from each group. The courses below are found in Group A, except for SPC 375.

Speech Communication Courses

SPC 230 Contemporary Problems in Speech
SPC 301 Voices and Their Followers
SPC 315 Presidential Rhetoric
SPC 321 The Democratic Tradition and Public Speaking
SPC 324 Argumentation and Advocacy
SPC 375 Intercultural Communication
SPC 381 Freedom of Speech: Rights and Issues
SPC 411 Speechwriting
SPC 415 Critical Approaches to Public Communication
SPC 420 Theories of Persuasion
SPC 440 Advanced Public Speaking

In addition to the 40 credits of Speech Communication courses required by the Interdepartmental Major, students and their advisors need to select 32 credits from other departments in order to create a coherent, expanded major that fits the needs and interests of the student. Students with interests in political communication may find that their programs will be enhanced by selecting courses from the departments suggested below: Political Science, Sociology, Philosophy, Mass Communication, Marketing and General Business, History, Geography, English, Economics, and American Studies. The courses listed below are just a few of those offered by these departments, and interested students should carefully study their SCSU catalogs to determine the course descriptions of these courses as well as examine other courses that may fit student interests and needs.

Some Suggestions for Choosing 32 Credits Outside Speech Communication

Political Science Courses
POL 101 Political Ideas and Institutions
POL 111 Introduction to American Government
POL 115 Issues in U.S. Foreign Policy
POL 201 Studying Government
POL 232 Emerging Political Issues in the Non-Western World
POL 251 Introduction to World Politics
POL 316 The Vietnam Era in U.S. Foreign Policy
POL 331 Governments of Western Europe
POL 333 Latin American Government and Politics
POL 334 Middle East Government and Politics
POL 336 Asian Governments and Politics
POL 361 Western Political Thought
POL 463 American Political Thought
POL 470 U.S. Public Opinion
POL 471 Political Parties and Elections

Sociology Courses
SOC 160 Principles of Sociology
SOC 268 Race and Ethnic Relations
SOC 340 Mass Media and Society
SOC 440 Public Opinion and Propaganda

Philosophy Courses
PHIL 280, 281, 282, 283, 284 History of Philosophy
PHIL 333 Social and Political Philosophy
PHIL 442 History of American Philosophical Thought

Mass Communication Courses
COMM 220 Introduction to Mass Communications
COMM 240 Reporting and Newswriting
COMM 357 Community Journalism
COMM 420 Mass Media and Social Institutions
COMM 425 The Press and Government

Marketing and Gen. Business Courses
MKGB 320 Introduction to Marketing
MKGB 322 Introduction to Advertising

History Courses
HIST 140 America to 1865
HIST 141 United States since 1865
HIST 150 Twentieth Century World
HIST 203 Europe, 1815 - Present
HIST 324 The Middle East
HIST 325 The Renaissance
HIST 326 The Reformation
HIST 331 Europe and WWI
HIST 332 Europe and WWII
HIST 347 American Urban History
HIST 348 United States since 1945
HIST 349 Americans and Nature
HIST 350 Black Americans
HIST 352 Native Americans
HIST 354 Mexican Americans
HIST 356 Women in History
HIST 358 Immigrant America
HIST 448 U. S. Social and Intellectual History

Geography Courses
GEOG 101 World Place Location
GEOG 111 Introduction to Global Geography
GEOG 270 Introduction to Cultural Geography
GEOG 271 Economic Geography

English Courses
ENG 164 The Craft of Writing
ENG 331 Advanced Expository Writing
ENG 338 Advanced Rhetorical Writing
ENG 425 Rhetoric of Writing
ENG 436 American English
Any literature course(s)

Economics Courses
ECON 201 Introduction to Economics
ECON 205 Principles of Macroeconomics
ECON 281 Economics of Crime and Justice
ECON 360 Comparative Economic Systems
ECON 365 Economics of Urban Policy
ECON 460 Public Finance
ECON 461 Public Economics: State and Local

American Studies Course
AMST 101 American Civilization I
AMST 102 American Civilization II
AMST 301 Theories of American Studies

Appendix C

St. Cloud State University

Revised May 1991
Effective F1991

SPEECH COMMUNICATION

Extending the knowledge, appreciation and skills that contribute to the full understanding and practice of effective communication is the goal of the Department of Speech Communication. The rhetorical tradition of speech has long been considered central to a liberal education. People must use speech effectively to function well in education, business, politics, government, the community and the family. In addition to offering a variety of major and minor programs, the speech communication curriculum is open to all students and is designed to complement and integrate most programs of study.

BACHELOR OF ARTS

Speech Communication Major (48 credits)
Required: SPC 220, 226, 380, Orientation Meeting[1].
Select two: SPC 415, 420, 430.
Select seven courses from the categories below; three from one group and four from the other.
Group A: Public Speaking/Rhetoric/Interpretation
SPC 222, 230[2], 250, 301, 315, 320, 321, 324, 331, 337, 360, 381, 410[3], 411, 431, 440, 480[2].
Group B: Interpersonal/Small Group/Organizational
SPC 223, 225, 230[2], 233, 325, 326, 339, 350, 370, 375, 410[3], 425, 426, 470, 475, 476, 479, 480[2].
Students who desire an elective emphasis in oral interpretation should choose the following courses from Group A: SPC 250, 331 and 431. In addition, substitute the following for one of the courses in Group A: 3 cr. of SPC 227 in Performance of Literature Activities, plus 1 cr. of SPC 227 in Forensics Activities-Interpretation.

Speech Communication Supplementary Major (36 credits)
To be eligible for this major, the student also must declare a primary major from another department in the university.
Required: SPC 220, 226.
Select two: SPC 415, 420, 430.
Select five courses from the categories below; two from one group and three from the other.
Group A: Public Speaking/Rhetoric/Interpretation
SPC 222, 230[2], 250, 301, 315, 320, 321, 324, 331, 337, 360, 380, 381, 410[3], 411, 431, 440, 480[2].
Group B: Interpersonal/Small Group/Organizational
SPC 223, 225, 230[2], 233, 325, 326, 339, 350, 370, 375, 410[3], 425, 426, 470, 475, 476, 479, 480[2].
Students who desire an elective emphasis in oral interpretation should choose SPC 331 and 431 from Group A. In addition, substitute the following for one of the courses in Group B: 3 cr. of SPC 227 in Performance of Literature Activities, plus 1 cr. of SPC 227 in Forensics Activities-Interpretation.

Speech Communication Minor (24 credits)
Required: SPC 220 (or 320[4]), 226.
Select one: SPC 415, 420, 430.
Select courses from each of the categories below; two from one group and one from the other.
Group A: Public Speaking/Rhetoric/Interpretation
SPC 222, 230[2], 250, 301, 315, 321, 324, 331, 337, 360, 380, 381, 410[3], 411, 431, 440, 480[2].
Group B: Interpersonal/Small Group/Organizational
SPC 223, 225, 230[2], 233, 325, 326, 339, 350, 370, 375, 410[3], 425, 426, 470, 475, 476, 479, 480[2].
Students who desire an elective emphasis in oral interpretation should choose SPC 331 and 431 from Group A. In addition, substitute the following for the course in Group B: 3 cr. of SPC 227 in Performance of Literature Activities, plus 1 cr. of SPC 227 in Forensics Activities-Interpretation.

BACHELOR OF SCIENCE - NON-TEACHING PROGRAM

Speech Communication Interdepartmental Major (72 credits)
Required: SPC 220, 226, 380, Orientation Meeting[1].
Select two: SPC 415, 420, 430.
Select five courses from the categories below, with at least one course being chosen from each group.
Group A: Public Speaking/Rhetoric/Interpretation
SPC 222, 230[2], 250, 301, 315, 320, 321, 324, 331, 337, 360, 381, 410[3], 411, 431, 440, 480[2].
Group B: Interpersonal/Small Group/Organizational
SPC 223, 225, 230[2], 233, 325, 326, 339, 350, 370, 375, 410[3], 425, 426, 470, 475, 476, 479, 480[2].
Interdepartmental Electives: 32 credits (Elective program to be designed through advising process and subject to approval by department)[5].

NOTES:
[1]Orientation meeting is held once a year in September.
[2]SPC 230 and SPC 480 are special topics courses which are offered on demand. Depending on the nature of the topic, these courses may satisfy Group A or Group B options.
[3]Students may elect 410 as a Group A or B course with guidance from adviser.
[4]Either 220 or 320 may count toward minor requirements, not both. In the minor, 320 is not a Group A option.
[5]Student must file with major adviser a rationale statement for elective program.

SEE TEACHER EDUCATION LICENSURE PROGRAM AND SPEECH COMMUNICATION COURSE OFFERINGS ON REVERSE SIDE.

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BACHELOR OF SCIENCE - TEACHER EDUCATION LICENSURE PROGRAM

Speech Communication Major (48 credits) B.S., Teaching
SPC 220, 331, 415, 452. (16 crs.)
SPC 324 or 325. (4 crs.)
SPC 420 or 430. (4 crs.)
Participation in one forensic activity, SPC 227. (1 cr.)
COMM 220(4).
Select one: CDIS 220(3), 224(3), 130(4).
Electives in Speech Communication courses. (15-16 crs.)

Speech Communication Minor (24-25 credits) B.S., Teaching
SPC 220, 331, 452. (12 crs.)
SPC 324 or 325. (4 crs.)
SPC 415 or 430. (4 crs.)
Participation in one forensic activity, SPC 227. (1 cr.)
Select one of these four courses: COMM 220(4), CDIS 220(3), 224(3), 130(4).

BACHELOR OF ELECTIVE STUDIES

Speech Communication Major (48 credits)
Completion of any 48 credits in Speech Communication.

Speech Communication Minor (36 credits)
Completion of any 36 credits in Speech Communication.

Group	SPEECH COMMUNICATION COURSE OFFERINGS
	SPC 171 - Speech Anxiety Reduction (1).
	SPC 220 - Public Speaking (4).
A	SPC 222 - Parliamentary Procedure (4).
B	SPC 223 - Effective Listening (4).
B	SPC 225 - Nonverbal Communication (4).
	SPC 226 - Dynamics of Interpersonal Communication (4).
	SPC 227 - Speech Activities (1).
A/B	SPC 230 - Contemporary Problems in Speech (4).
B	SPC 233 - Communication in Interviews (4).
A	SPC 250 - Voice and Diction (4).
A	SPC 301 - Voices and Their Followers (4).
A	SPC 315 - Presidential Rhetoric (4).
A	SPC 320 - Presentational Speaking for Business and Professions (4).
A	SPC 321 - The Democratic Tradition and Public Speaking (4).
A	SPC 324 - Argumentation and Advocacy (4).
B	SPC 325 - Small Group Communication (4).
B	SPC 326 - Interpersonal Communication for Business and Professions (4).
A	SPC 331 - Oral Interpretation (4).
A	SPC 337 - Impersonation Speaking (4).
B	SPC 339 - Communication and The Aging Process (4).
B	SPC 350 - Laboratory in Small Group Process (4).
A	SPC 360 - Advanced Voice and Diction (4).
B	SPC 370 - Communication and Conflict (4).
B	SPC 375 - Intercultural Communication (4).
A	SPC 380 - Ethics in Speech Communication (4).
A	SPC 381 - Freedom of Speech: Rights and Issues (4).
A/B	SPC 410 - Speech Communication Research Methods (4).
B	SPC 425 - Organizational Communication (4).
	SPC 427 - Undergraduate Assistantship (3).
	SPC 444 - Internship (8-16).
A	SPC 411/511 - Speechwriting (4).
	SPC 415/515 - Critical Approaches to Public Communication (4).
	SPC 420/520 - Theories of Persuasion (4).
B	SPC 426/526 - Intimate and Family Communication (4).
	SPC 430/530 - Modern Theories of Communication (4).
A	SPC 431/531 - Contemporary Approaches to Oral Interpretation (4).
A	SPC 440/540 - Advanced Public Speaking (4).
	SPC 452/552 - Teaching of Speech Communication (4).
B	SPC 470/570 - Communication and Culture: Asia and U.S. (4).
B	SPC 475/575 - Seminar: Problems in Intercultural Communication (4).
B	SPC 476/576 - Intercultural Communication for Organizations and Professions (4).
B	SPC 479/579 - Communication and Modern Leadership (4).
A/B	SPC 480/580 - Seminar in Speech Communication (4).

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